

Fig. 1A

10'

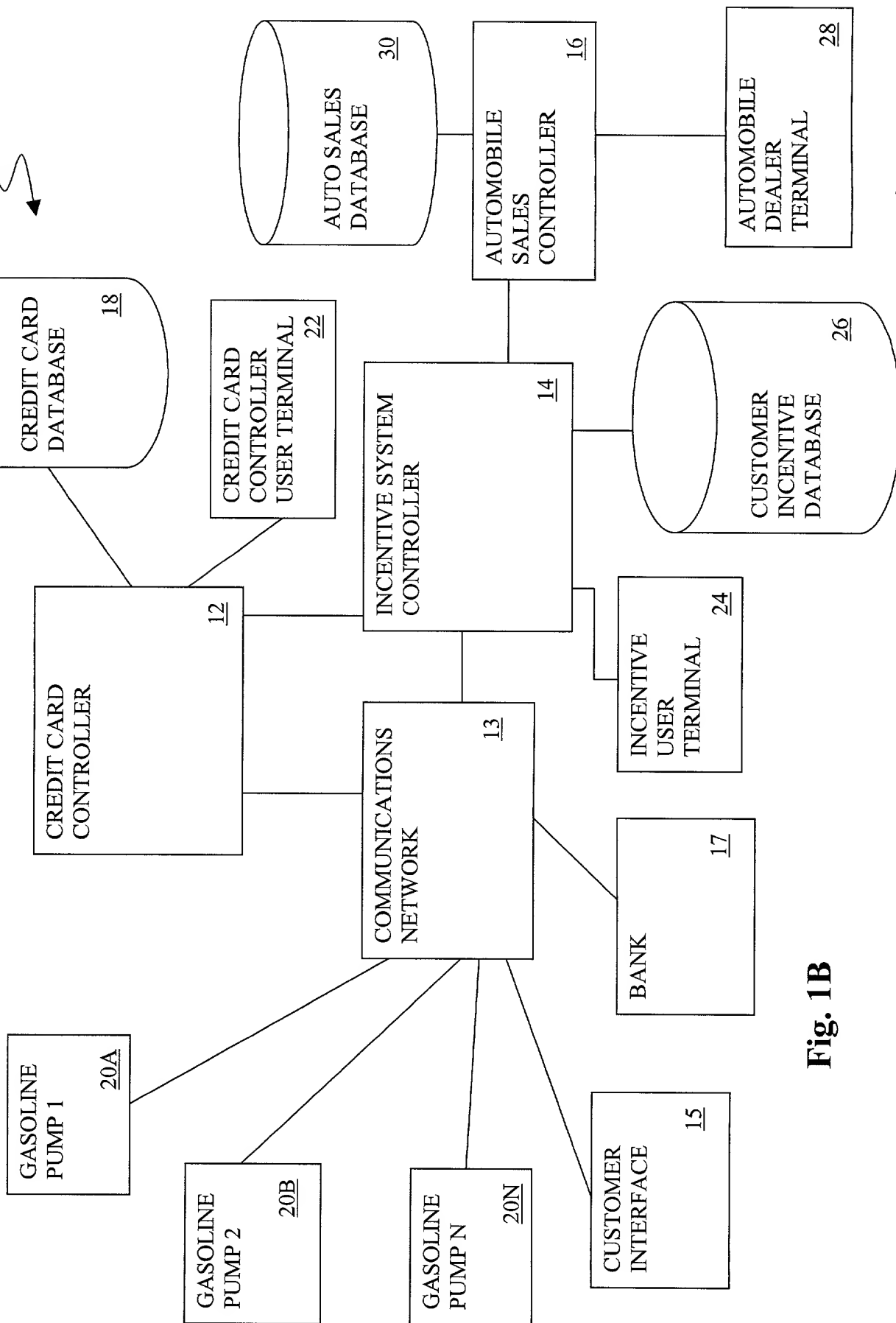


Fig. 1B

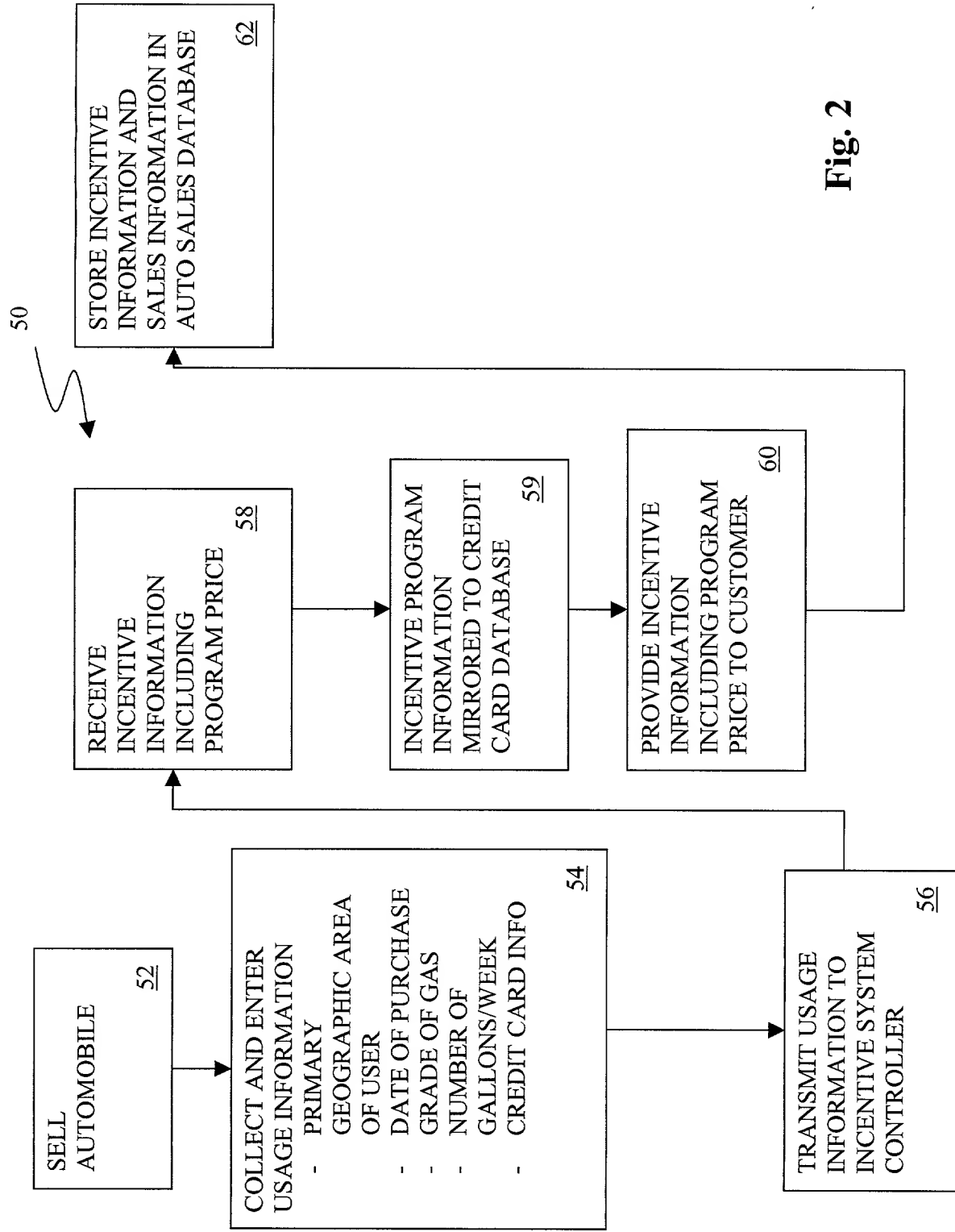


Fig. 2

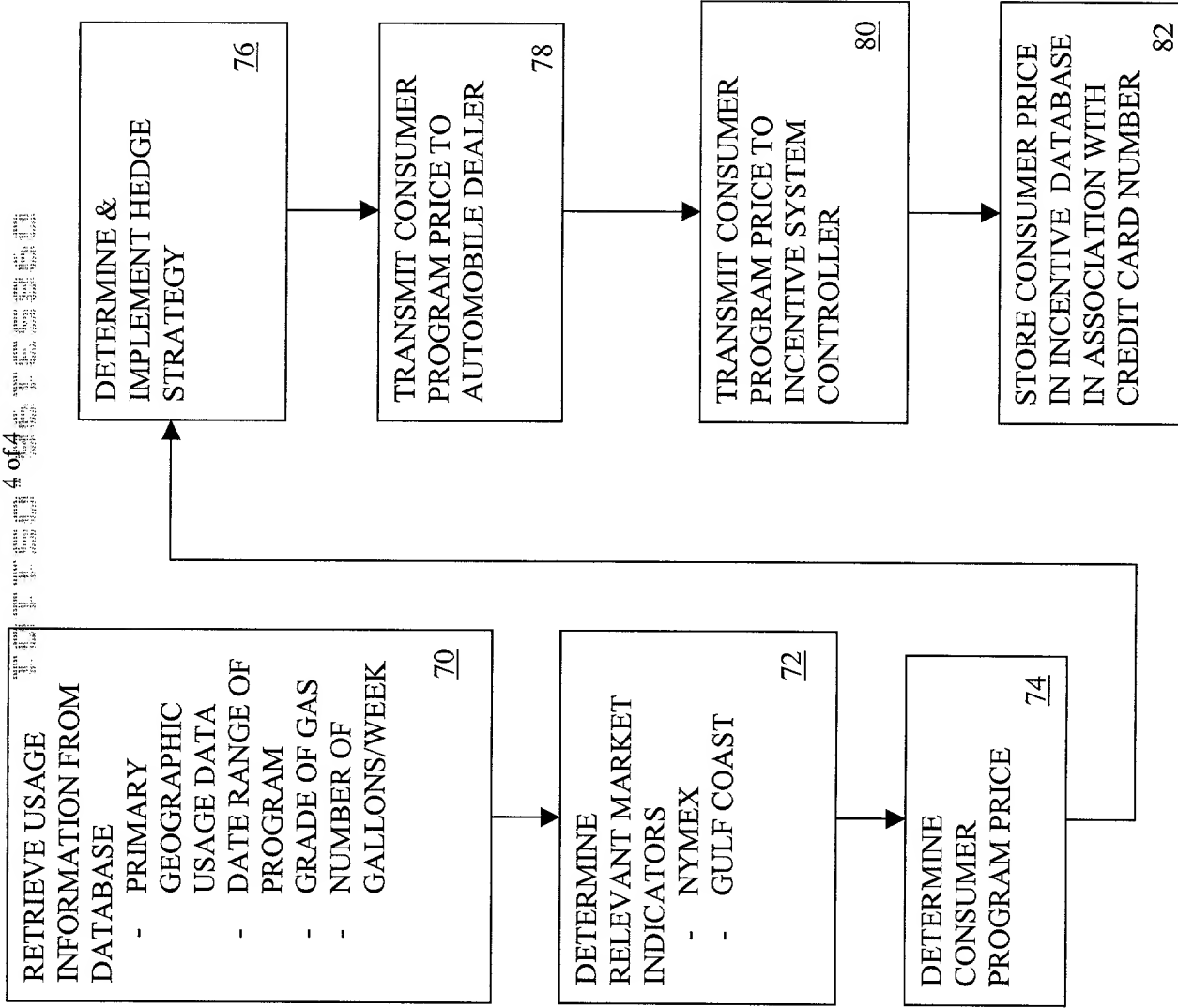


Fig. 3

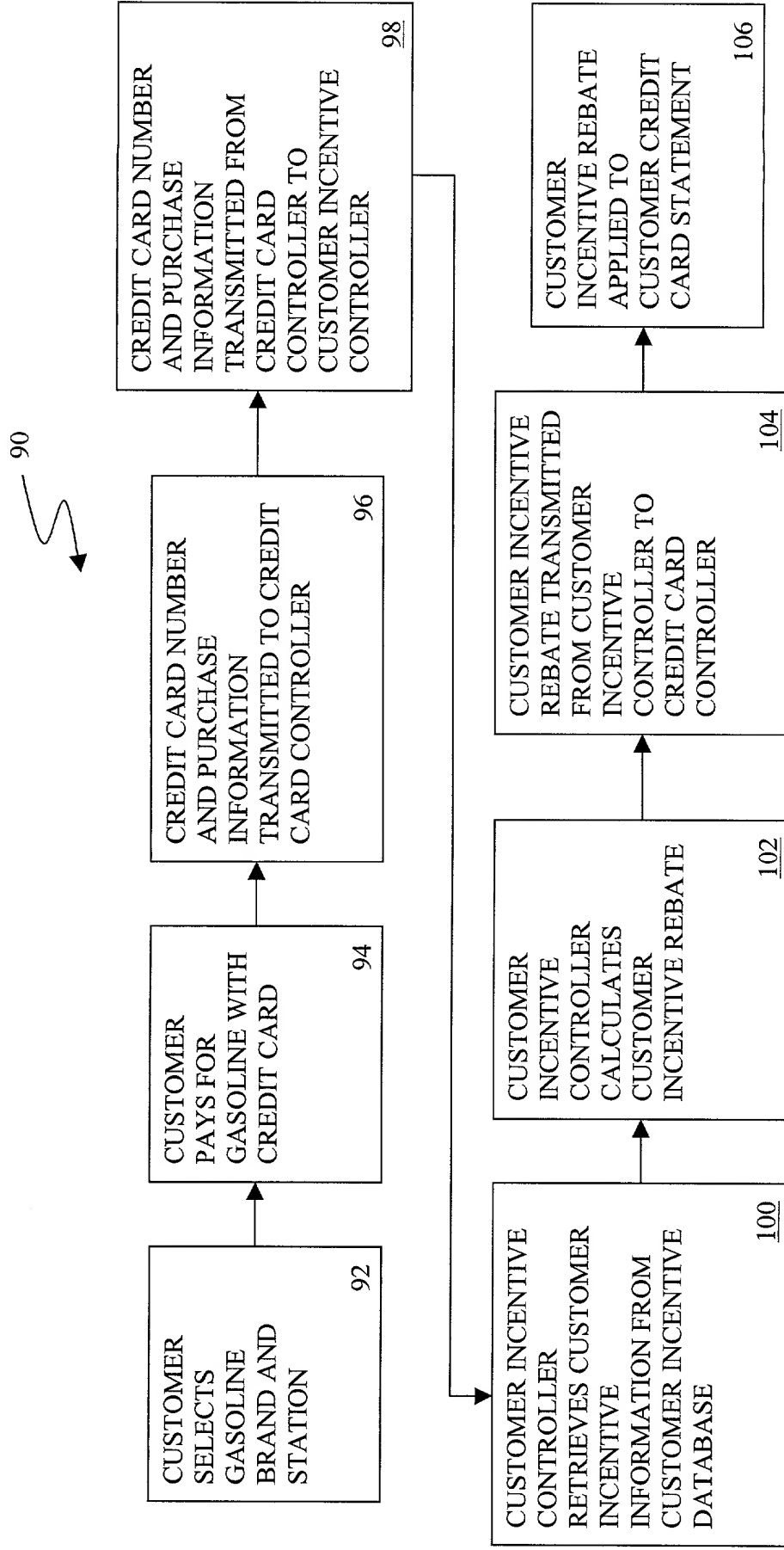


Fig. 4A

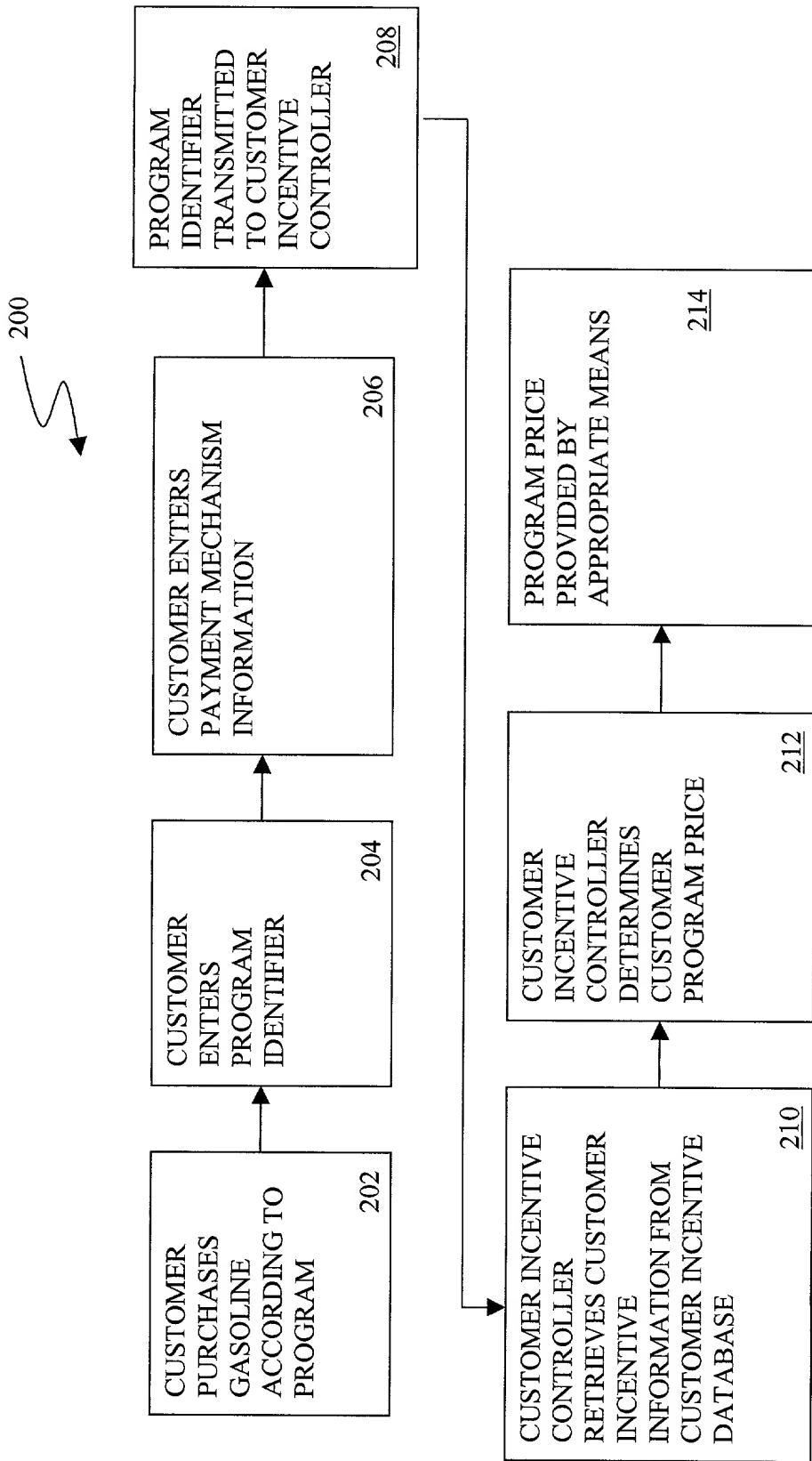


Fig. 4B

CUSTOMER INCENTIVE DATABASE RECORD 36

| CUSTOMER NAME | CREDIT CARD INFORMATION | GAS GRADE | GAS QUANTITY | PROGRAM PRICE | GALLONS USED THIS MONTH | DATE INFORMATION |
|----------------------|----------------------------|----------------------------|----------------------|------------------|----------------------------------|--|
| 37A JOHN SMITH | 123-4567-8910 | 89 OCTANE BRAND A | 40 GALLONS/MONTH | \$1.50 | 15 | PURCHASE DATE, PROGRAM DATE RANGE |
| 37B JANE DOE | 234-5678-9101 | 90 OCTANE BRAND A | 100 GALLONS/MONTH | \$1.60 | 40 | PURCHASE DATE, PROGRAM DATE RANGE |

Fig. 5A

CUSTOMER INCENTIVE DATABASE RECORD 36'

| 36A | 36B | 36C | 36D | 36E | 36F | 36G | 36H |
|---------------|--------------------|-------------------|-------------------|---------------|-------------------------|-----------------------------------|----------------------|
| CUSTOMER NAME | PROGRAM IDENTIFIER | GAS GRADE | GAS QUANTITY | PROGRAM PRICE | GALLONS USED THIS MONTH | DATE INFORMATION | SPONSOR INFORMATION |
| JOHN SMITH | 123-4567-8910 | 89 OCTANE BRAND A | 40 GALLONS/MONTH | \$1.50 | 15 | PURCHASE DATE, PROGRAM DATE RANGE | SPONSOR ID, FEE DATA |
| JANE DOE | 234-5678-9101 | 90 OCTANE BRAND A | 100 GALLONS/MONTH | \$1.60 | 40 | PURCHASE DATE, PROGRAM DATE RANGE | SPONSOR ID, FEE DATA |

Fig. 5B

GASOLINE PURCHASE DATABASE RECORD 40

| | 40A | 40B | 40C | 40D | 40E | 40F |
|-----|------------------|----------------------------|--------------|--------------------------------|----------------------|---------------|
| | CUSTOMER NAME | CREDIT CARD INFORMATION | GAS GRADE | GALLONS OF GAS PURCHASED | RETAIL PUMP PRICE | TAXES |
| 41A | JOHN SMITH | 123-4567-8910 | 89 | 10 | \$2.00/GALLON | \$0.15/GALLON |
| 41B | JANE DOE | 234-5678-9101 | 90 | 20 | \$2.25/GALLON | \$0.20/GALLON |

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

| CUSTOMER NAME | CUSTOMER INFORMATION & CREDIT CARD NUMBER | CUSTOMER INCENTIVE INFORMATION | INCENTIVE DATE INFORMATION | AUTOMOBILE SALES INFORMATION |
|------------------|--|--|--|---|
| JOHN SMITH | 123-4567-8910 | 89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON | PURCHASE DATE, PROGRAM LENGTH | SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z |
| JANE DOE | 234-5678-9101 | 90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON | PURCHASE DATE, PROGRAM LENGTH | SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L |

Fig. 7

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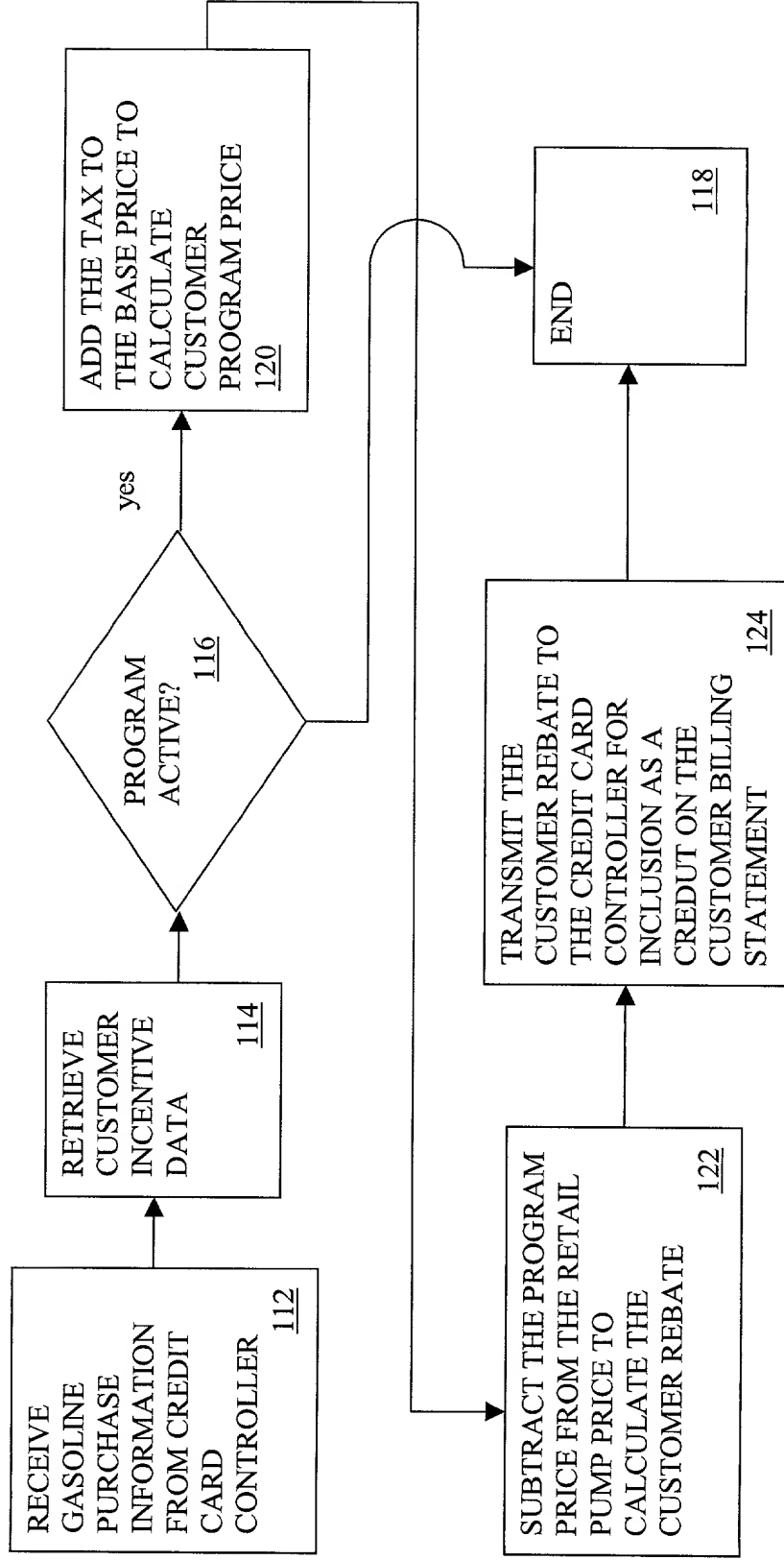


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

| VARIABLE | COST OR QUANTITY | DESCRIPTION OF VARIABLE OR CALCULATION |
|--------------------------------|------------------|--|
| GASOLINE QUANTITY | 15 GALLONS | QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP |
| RETAIL PUMP PRICE/GALLON | \$2.00 | RETAIL PRICE PAID AT PUMP |
| TAXES/GALLON | \$0.20 | TAXES IN RETAIL PRICE |
| TOTAL CUSTOMER RETAIL PRICE | \$30.00 | GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON |
| PROGRAM PRICE/GALLON | \$1.50 | AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE |
| TOTAL CUSTOMER INCENTIVE PRICE | \$25.50 | (PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY |
| REBATE TO CUSTOMER | \$4.50 | TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE |

Fig. 9

CREDIT CARD DATABASE RECORD 32

| CREDIT CARD DATABASE RECORD 32 | | | | |
|--------------------------------|----------------------------------|---------------------------|-------------------------------|------------------------------------|
| 32A | 32B | 32C | 32D | 32E |
| CUSTOMER NAME | CUSTOMER CREDIT CARD INFORMATION | INCENTIVE PROGRAM MEMBER? | INCENTIVE PROGRAM INFORMATION | OTHER CUSTOMER INFORMATION |
| 33A JOHN SMITH | 123-4567-8910 | YES | AUTOMOBILE MANUFACTURER A | ADDRESS, ACCOUNT INFORMATION, ETC. |
| 33B JANE DOE | 234-5678-9101 | YES | AUTOMOBILE MANUFACTURER A | ADDRESS, ACCOUNT INFORMATION, ETC. |

Fig. 10

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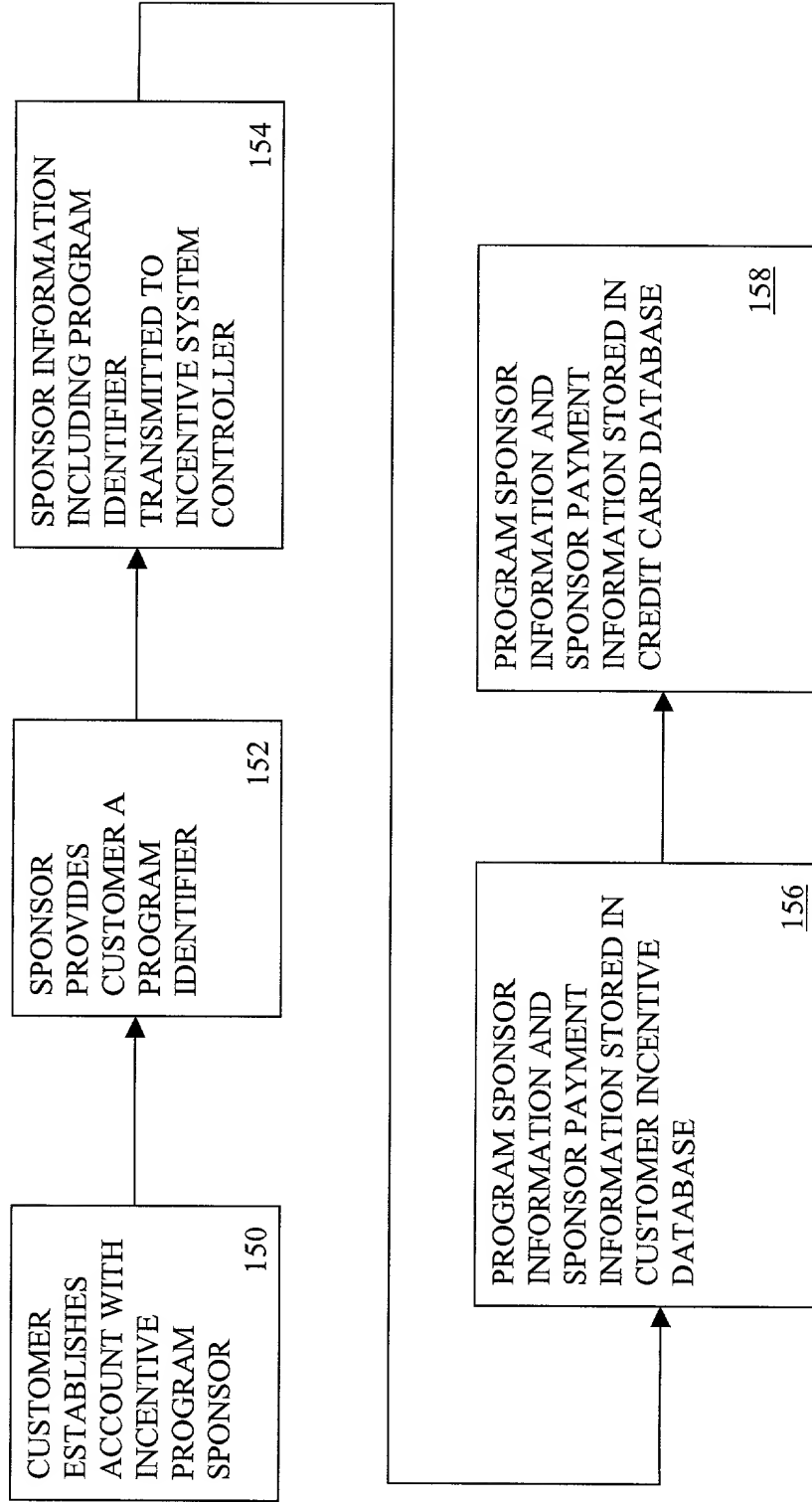


Fig. 11

169

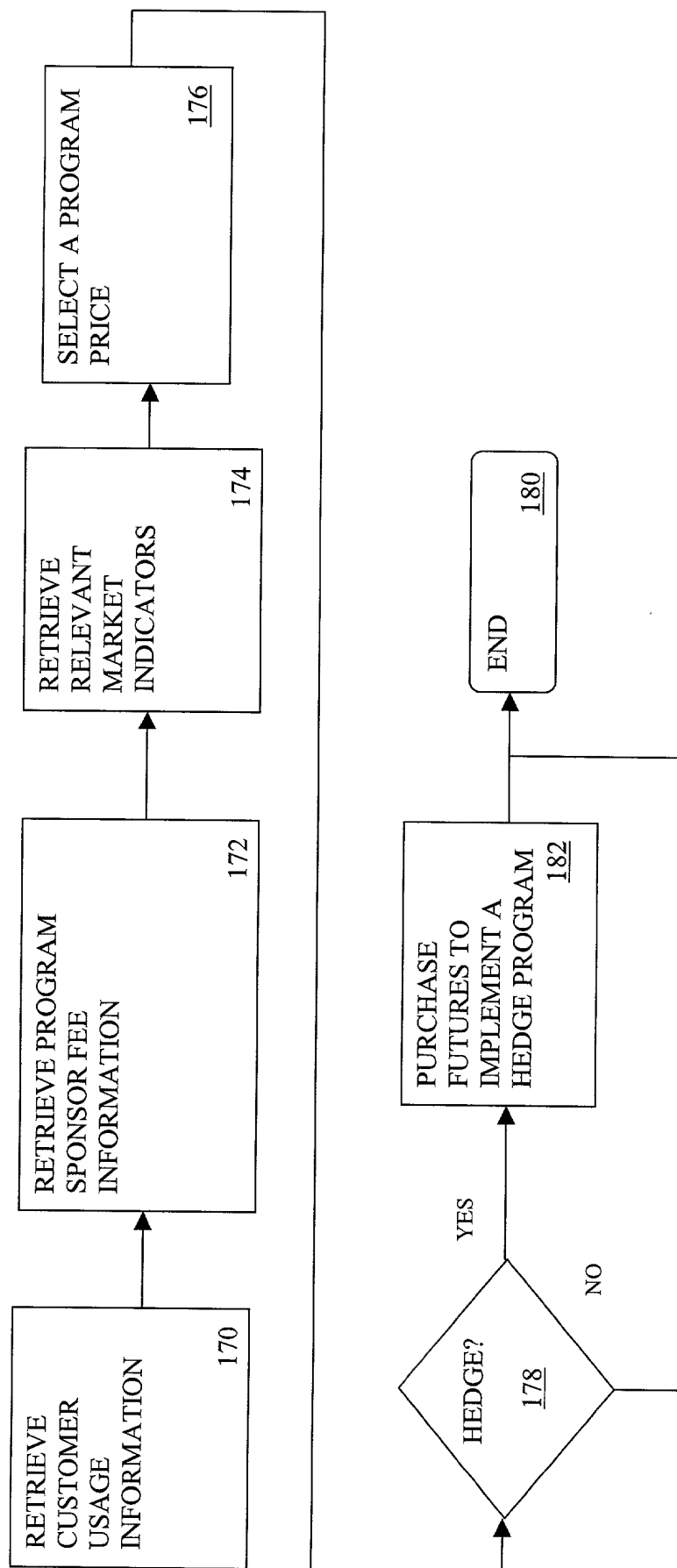


Fig. 12